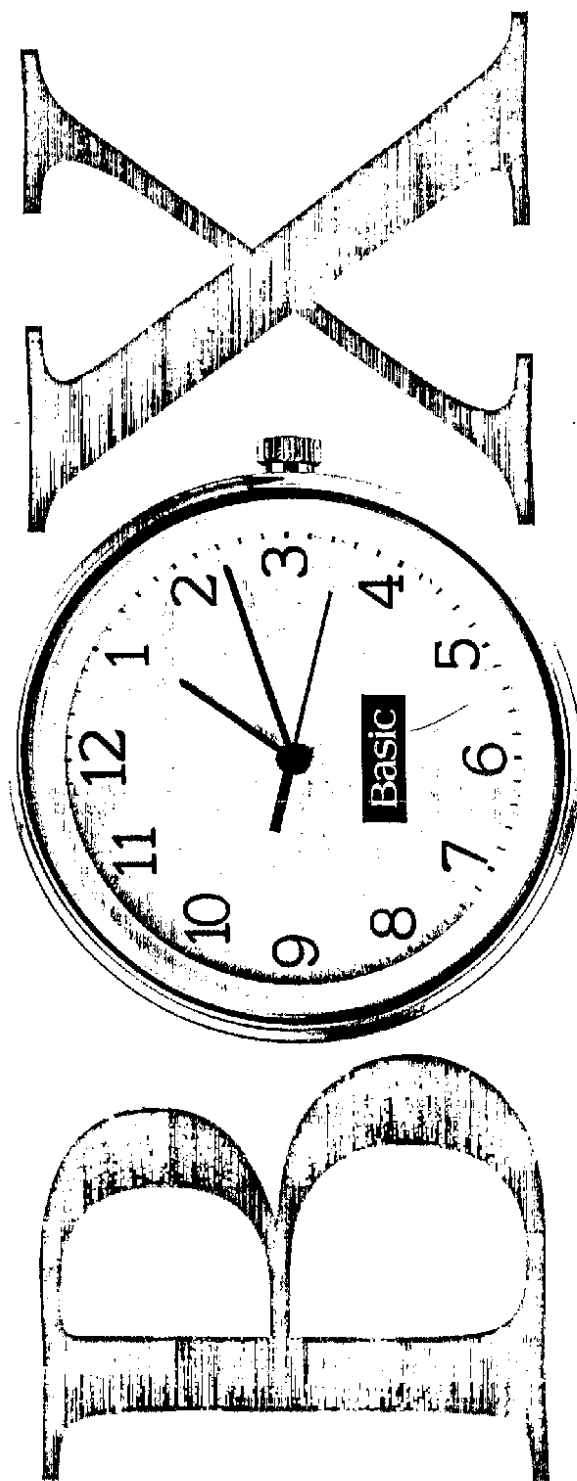


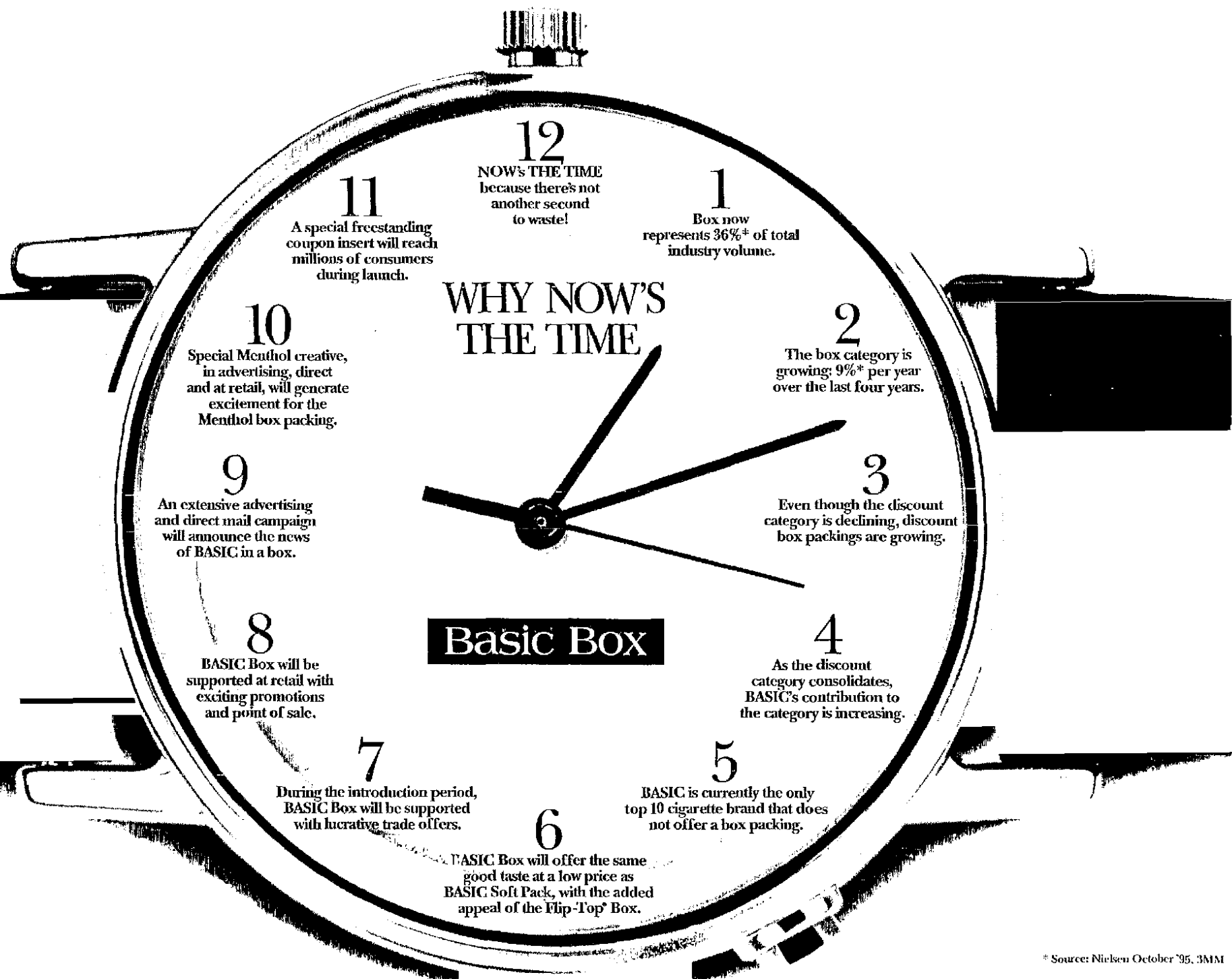
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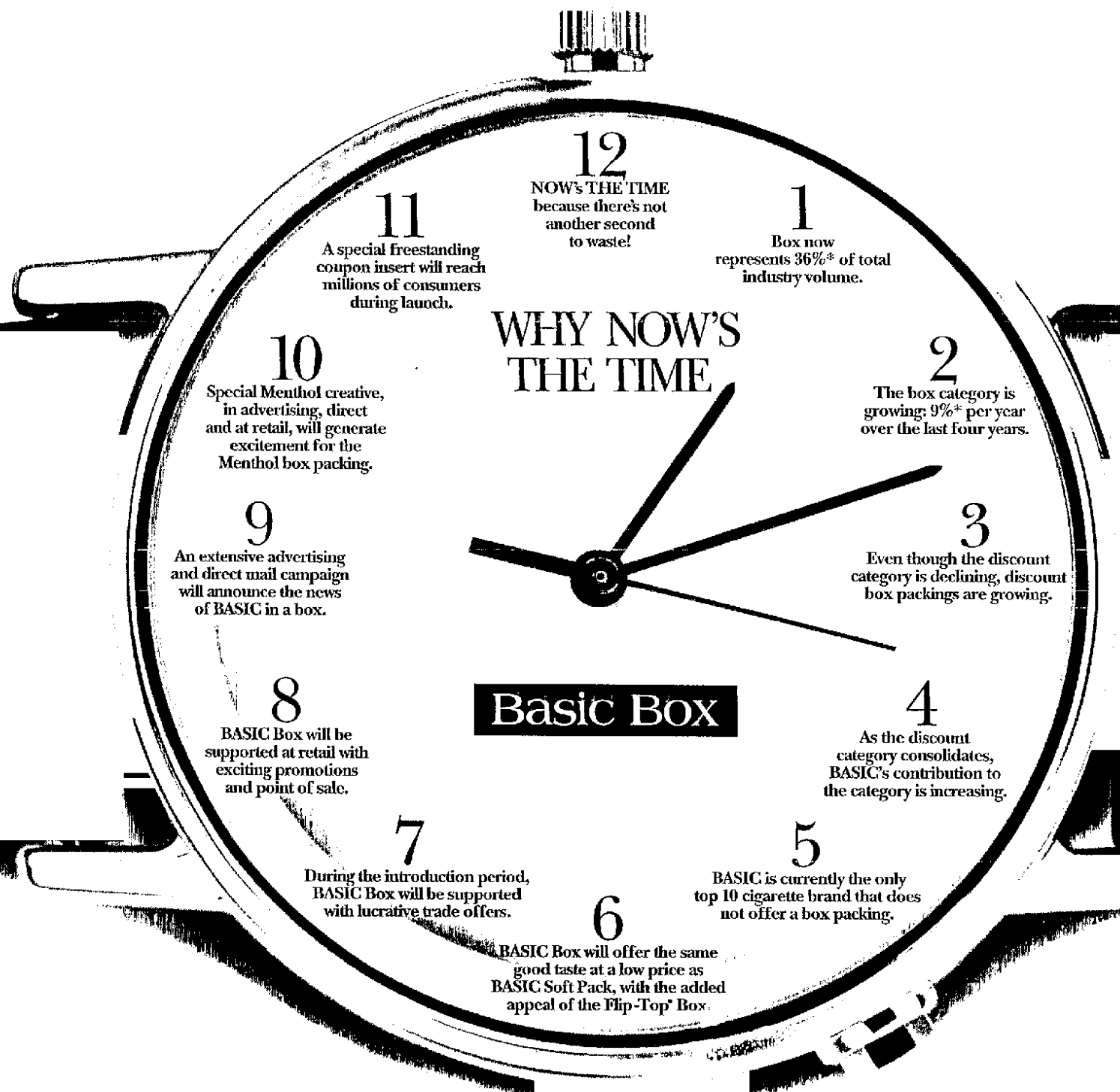


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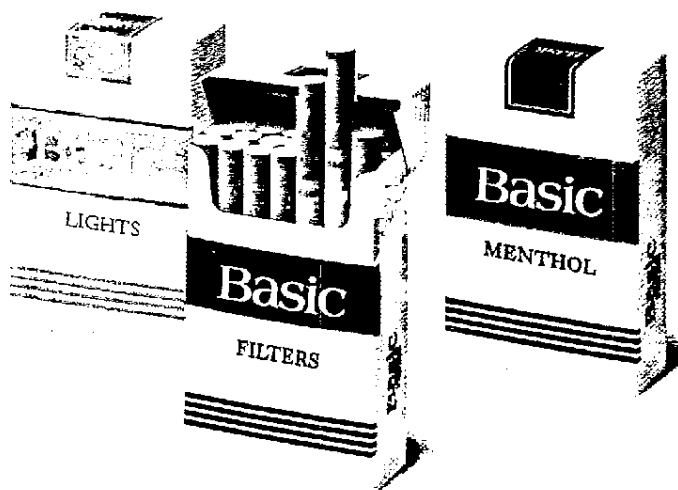
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THIS FEBRUARY 5th

the shape of the discount category will change for the better. That's because Basic® will introduce Basic Box. Three of our most popular king size packings, Full Flavor, Lights and Full Flavor Menthol, will now be available in a box. So with the discount box category still rapidly growing, now's the perfect time to introduce Basic Box.



2048196193

11

A special freestanding
coupon insert will reach
millions of consumers
during launch.

10

Special Menthol creative,
in advertising, direct
and at retail, will generate
excitement for the
Menthol box packing.

9

An extensive advertising
and direct mail campaign
will announce the news
of BASIC in a box.

8

BASIC Box will be
supported at retail with
exciting promotions
and point of sale.

7

During the introduction period,
BASIC Box will be supported
with lucrative trade offers.

BASIC
good
BASIC S
appe

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THE TIME
isn't
just
now!

1

Box now
represents 36%* of total
industry volume.

IT'S
TIME

2

The box category is
growing: 9%* per year
over the last four years.

3

Even though the discount
category is declining, discount
box packings are growing.

4

As the discount
category consolidates,
BASIC's contribution to
the category is increasing.

5

BASIC is currently the only
top 10 cigarette brand that does
not offer a box packing.

BOX


at the same
price as
the added
Top® Box.

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* Source: Nielsen October '95. 3MM

BOX ADVERTISING

NEW



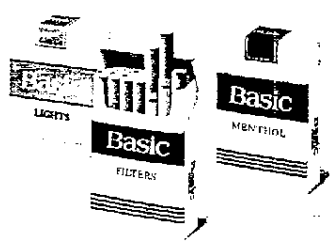
Basic
FILTERS

YOUR BASIC CIGARETTE CASE

Basic
Tastes Good
Nicotine Less

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

NEW BOX



Basic
LIGHTS
Basic
FILTERS
Basic
MENTHOL

YOUR BASIC '96 MODELS

Basic
Tastes Good
Nicotine Less

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

NEW

YOUR

BO

SURGEON GENERAL'S

© Philip Morris Inc. 1996
BAC1141501

BOX OOH
For 6 months, 63% of the U.S. population
will be exposed to Basic Box billboards in
58 trade areas.

NEW

SURGEON GENERAL'S

PRINT

For 6 months, in highly read publications such
as PEOPLE, SPORTS ILLUSTRATED, PLAYBOY
and TV GUIDE, Basic Box print ads will reach 88%
of adult smokers 25-54.



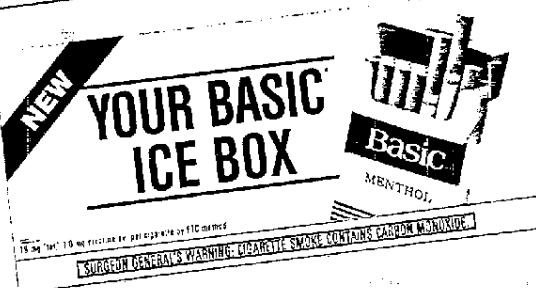
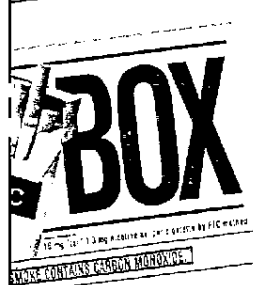
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BASIC



16 mg "tar", 1.0 mg nicotine
av. per cigarette by FTC method.

NG: CIGARETTE SMOKE CONTAINS CARBON MONOXIDE.



**BUY 2
GET 1
FREE**

BUY 2 PACKS GET 1 PACK FREE

Use this coupon in any one pack of Basic. It is
valid for future offers. Expires 10/31/97.

1. Name _____

2. Address _____

3. City _____

4. State _____

5. Zip _____

6. Phone _____

7. E-mail _____

8. Signature _____

9. Date _____

10. Expiration Date _____

11. Coupon Code _____

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BOX DIRECT MAIL

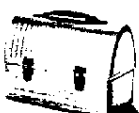
Basic will deliver an intriguing direct mail
piece to Basic and competitive smokers.
Included in this mailing are two coupons
to generate trial of Basic Box.



IT'S
SMALLER
THAN A
SHOE BOX,



TASTIER
THAN
THIS
BOX LUNCH,



AND
COSTS LESS
THAN A
JEWELRY BOX.



INTRODUCING NEW
Basic IN A BOX



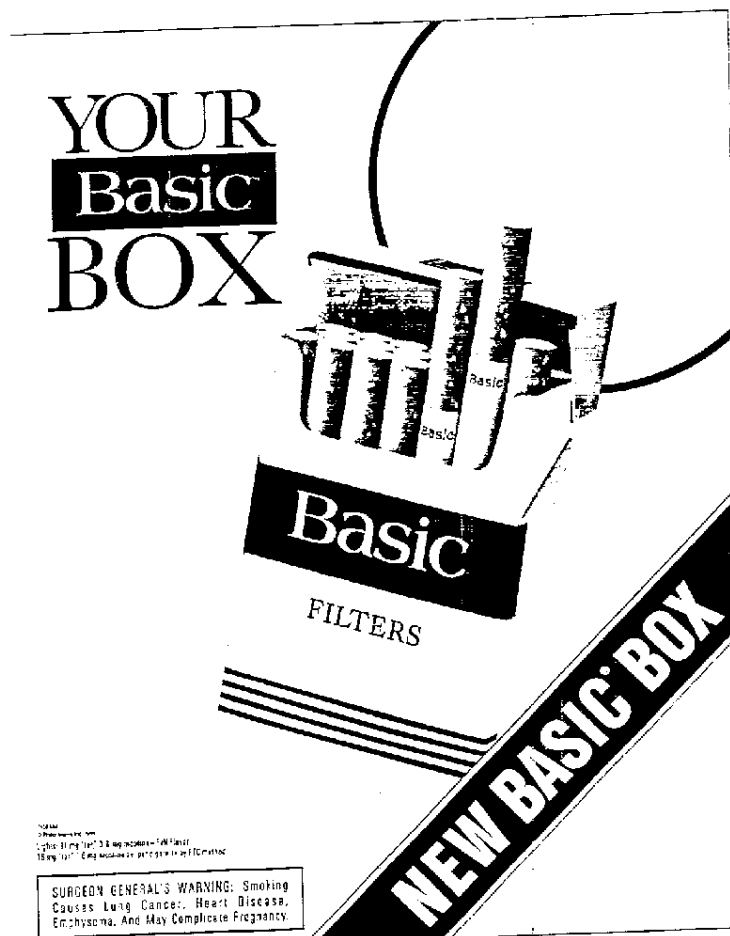
MARK YOUR CALENDAR



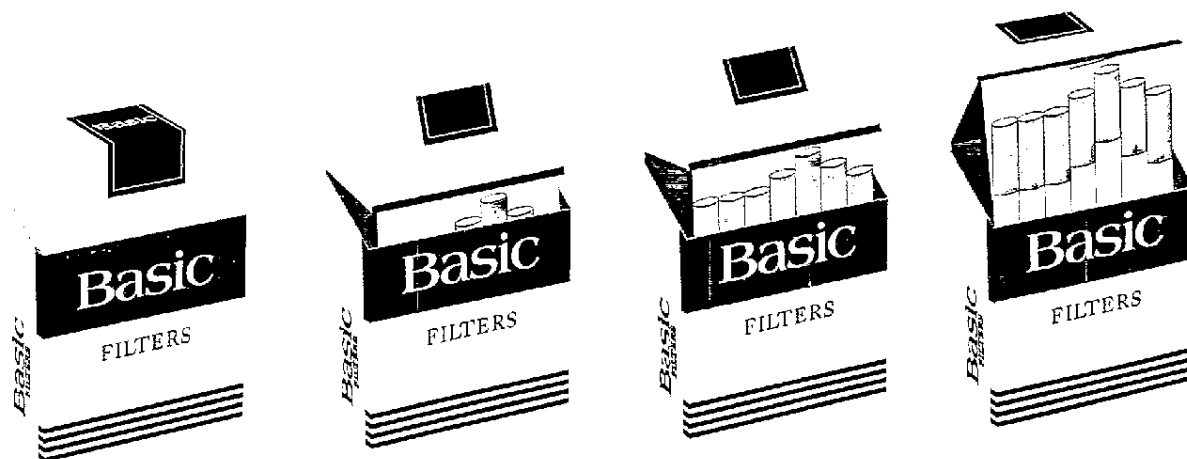
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During the Box launch, there will be temporary, permanent and menthol specific P.O.S., including a Box gravity feed display for placement in strong discount stores without displays.



POSTER

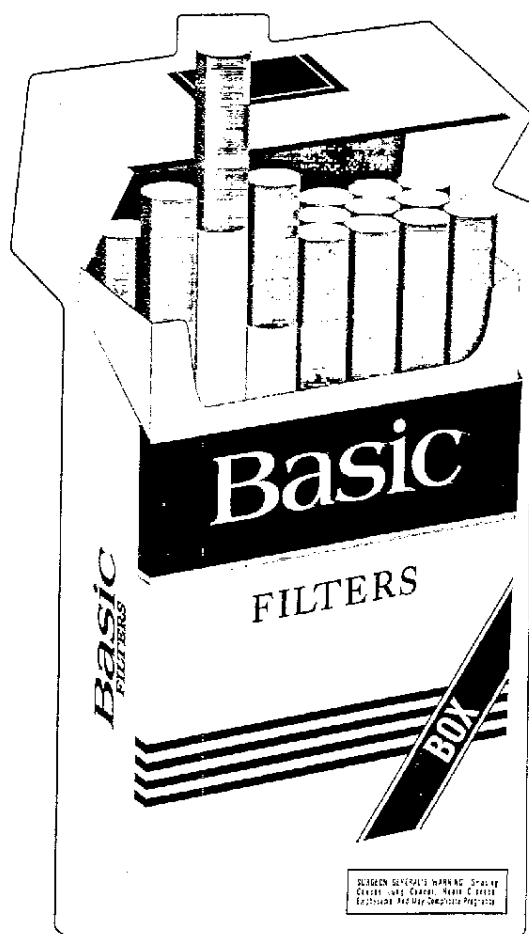


MOTION DISPLAY

2048196198



GRAVITY FEED



VACUUM FORMED SIGN



PENNY CHANGER

2048196199

BOX PROMOTIONS

BOX PROMOTIONS

In addition to Box P.O.S., Basic will have two national box promotions—one B2G1F and one price promotion.



Basic
FILTERS

BUY 2 GET 1 FREE

NEW BASIC BOX

Basic
FILTERS

Basic
FILTERS

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FILTERS

Basic

10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.



NEW
Basic
BOX

Basic
FILTERS

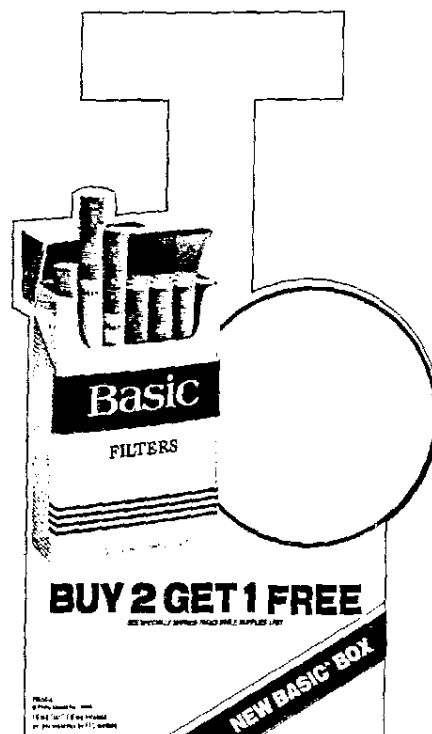
BUY 2 GET 1 FREE

SEE SPECIALLY MARKED PACKS WHILE SUPPLIES LAST

NEW BASIC BOX

10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.



Basic
FILTERS

BUY 2 GET 1 FREE

SEE SPECIALLY MARKED PACKS WHILE SUPPLIES LAST

NEW BASIC BOX

10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.

2048196200

Basic
It Tastes Good.
It Costs Less.

789674
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